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(71) Applicant (*for all designated States except US*):
CATALINA MARKETING INTERNATIONAL, INC. [US/US]; 200 Carillon Parkway, St. Petersburg, FL 33716 (US).

(72) Inventors; and

(75) Inventors/Applicants (*for US only*): **DIAMOND, David** [US/US]; 205 East 22nd Street, #5L, New York, NY 10010 (US). **PEREZ EMMONS, Rachel** [US/US]; 646 Orange Grove Ave., Apt. C, South Pasadena, CA 91030 (US).

(74) Agent: **NEIFELD, Richard**; Neifeld IP Law, PC, Suite 1001, 2001 Jefferson Davis Highway, Arlington, VA 22202 (US).

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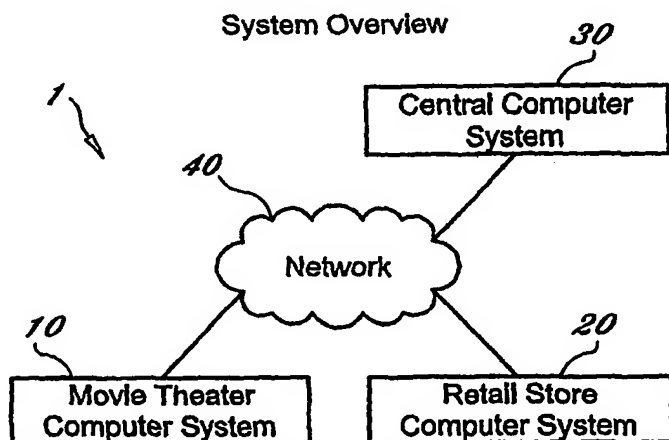
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(54) Title: DELIVERY OF TARGETED OFFERS FOR MOVIE THEATERS AND OTHER RETAIL STORES



(57) Abstract: The invention provides a computer system and methods of use for effecting marketing to customers in movie theater stores and other retail stores including cross-marketing, and marketing based upon aspects of movie showings, and methods of identification and use of transaction data related to the same consumer.